had to do was buy the *FT* and book their tables.

And now, this year's "Lunch for a Fiver" has just come to an end. It was the biggest ever, with 350 restaurants taking part, including nine Michelin one-stars.

The key to its continued growth is that "Lunch for a Fiver" has now become part promotion, part competition. There are three price categories—lunch for £5, lunch for £7.50 ($11.50), lunch for £10 ($15)—and three prizes for those restaurants who have offered the best lunch in each category: £5,000, £2,500, and £1,500. Customers were asked to judge their lunches on presentation, quality, taste, service, and value.

More than 200,000 diners enjoyed "Lunch for a Fiver 1996." It meant a substantial increase in the paper's sales and a great deal of fun and good value for those who managed to reserve tables (some restaurants were booked for the whole fortnight on the day the list was published). And for the second year, it produced winning restaurants *outside* London as winners in all three categories: **St. Olaves Court Hotel** (Exeter), **Bryn Howel Hotel** (Llangollen, Wales), and **Hartwell House** (Aylesbury, Buckinghamshire). —NICHOLAS LANDER

WHISTLE WHILE YOU WHISK

Lake Buena Vista, Florida—The growing phenomenon of the learning vacation isn't really a new concept at all. Founded in 1874 as a summer institute for Sunday school teachers in upstate New York, the Chautauqua Institution has survived as a learning-and-leisure haven ever since, with its full agenda of lectures, concerts, adult classes, and physical activities (to balance the intellectual disciplines being given their own energizing workouts). Ten years ago, Michael Eisner, chairman and CEO of the Walt Disney Company, and his wife, Jane, who had grown up in the area, vacationed there themselves. Eisner was so

The Disney Institute is Disney's first resort designed for adults and older kids (over age ten). Guests choose from 80 hands-on learning programs, from animation to rock climbing.

FRONT BURNER

MORE DISH

did a bit of teaching and writing while between jobs. Meanwhile, **Matt Kurze** has been promoted to chef de cuisine, and **John Speers**, formerly of **Grand Cafe** and **Tourelle**, is One Market's new gm. • **Paul Hodges**, formerly maitre d' at **Moose's**, has taken over Clown Alley and will open **Sophie's Cookhouse** on the site later this month. • British chef **Jerome Laugenie** has been named exec chef of worldwide **Trader Vic's** operations based in Emeryville. Laugenie has worked at Trader Vic's restaurants in Hamburg, London, Dubai, and Abu Dhabi. His father, Jacky Laugenie, is a former chef of Trader Vic's in London and is vp of the company's European division. • **Jackie Watson-Price** was promoted from sous to exec chef of **Kuleto's Trattoria** in Burlingame. She replaces **Robert Montuori**,

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